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## Reynolds' Cigarettes, Tobaccos, Displays Get Christmas Decor, Special Ad Support

## New Package Holds All-New King Sano



NEW PACKAGE for King Sano cigarettes is part of complete revision of the low-tar brand from United States Tobacco Co. The new King Sano also boasts a rebled tobacco filler, a redesigned filter and reduced tar and nicotine yields.

WRAPPED AND READY for Christmas giving are these holiday cartons of Winston, Salem and Camel cigarettes from R. J. Reynolds Tobacco Co. The company's smoking tobaccos, including Prince Albert, Carter Hall and Madeira Mixture, are also being shipped in holiday dress. Decorative carton counter displays and two-sided Christmas ornaments are available from the company, whose tobacco products are getting extra TV and outdoor ad support during the holiday sales period.

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